



## NEW YEAR BRINGS RENEWED ENERGY TO MEMORIAL PROJECT

At the first Pentagon Memorial Team Meeting of 2004, the discussion focused on fundraising and security. Jim Laychak, President of the Pentagon Memorial Fund, Inc., introduced Lynda Webster of the Webster Group, a consulting firm working with the Family Steering Committee to launch a public national fundraising campaign. The Webster Group has been working with the Pentagon Memorial Fund, Inc. to develop a new logo, web site, donor call center and an honorary executive board comprised of large corporate donors.

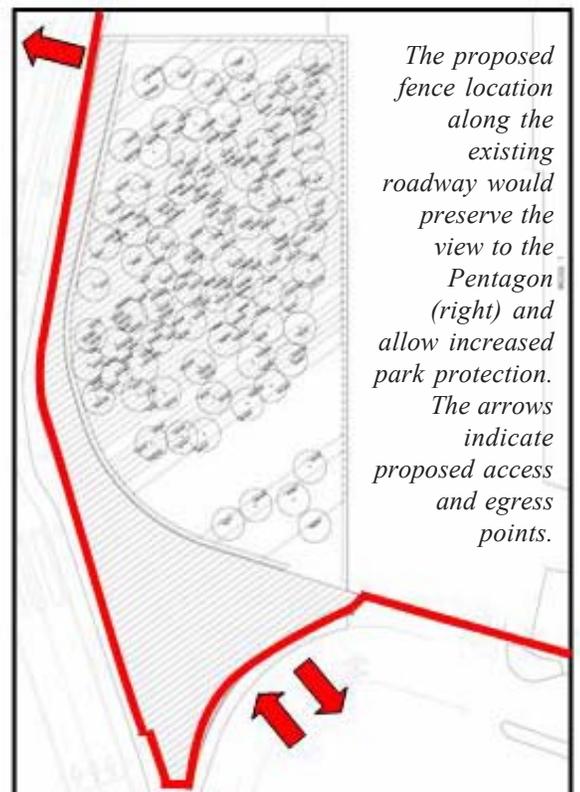
“A fundraising effort like this one usually takes years,” said Webster. “We don’t have years. We need to raise these funds quickly, in a very public way.” The Webster Group is working with Edelman, one of the nation’s top PR firms, to raise awareness about the Memorial and the fundraising effort.

Funds continue to filter in slowly from a variety of sources. Over 800 DoD employees in the National Capital Region have selected the Pentagon Memorial as the recipient of their Combined Federal Campaign payroll contributions. The Memorial Fund has also continued to collect donations from local businesses and private citizens. The first donation of 2004 came in the form of a \$5,000 check from Fort America, the Pentagon’s souvenir and gift shop, bringing the total collected donations to approximately \$622,000 (as of 1/19/04). This was the third donation made by Fort America. “There are more checks to come!” announced Tom O’Rourke, representing Fort America.

The security discussion focused on the placement of a perimeter fence that will be consistent with the Pentagon Reservation master plan and not detract from the experience of visiting the Pentagon Memorial. The perimeter fence will secure the Memorial during times of heightened security and during off hours when the park may be closed for maintenance.



*Tom O’Rourke (left) presents Jim Laychak, President of the Pentagon Memorial Fund, Inc., with a \$5,000 check from Fort America.*



*The proposed fence location along the existing roadway would preserve the view to the Pentagon (right) and allow increased park protection. The arrows indicate proposed access and egress points.*



# PENTAGON MEMORIAL NEWSLETTER

January 30, 2004

Pentagon Renovation & Construction Program Office  
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## RECENT EVENTS

**01/09/04** - Pentagon Memorial Team Meeting

**01/09/04** - Benefit performance of "Shenandoah" at Little Theatre of Alexandria

## ANTICIPATED EVENTS

**02/20/04** - Pentagon Memorial Team Meeting

*Please contact Brett Eaton  
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